

# MEMO

**DATE:** November 2, 2006

**TO:** Administration Committee  
Regional Council

**FROM:** Wayne Moore, CFO (213) 236-1804  
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**SUBJECT:** Contracts and Purchase Orders between \$5,000 - \$250,000 and  
MOU's between \$5,000 - \$250,000

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## SUMMARY:

### SCAG executed the following Contract(s) between \$5,000 and \$250,000

- Digital Mapping Products \$ 69,000.00  
Land Use Imagery for Imperial County

### SCAG executed the following Purchase Order(s) between \$5,000 and \$250,000

- CALCOG \$ 39,773.88  
Annual Membership Dues
- Latitude Geographics \$ 6,500.00  
Geocortex Internet Mapping Training Classes
- Getty Images \$ 12,000.00  
Stock Photo Images
- Jupiter Images Corporation \$ 5,000.00  
Stock Photo Images
- Pace Lithographers, Inc. \$ 22,905.70  
Printing of the State of the Region 2006
- Software Spectrum \$ 13,071.03  
PhotoShop Subscription and related Software
- Veer Inc. \$ 5,000.00  
Stock Photo Images

**SCAG executed the following MOU(s) between \$5,000 and \$250,000**

- None



## **CONSULTANT CONTRACT**

**Consultant:** Digital Mapping Products

**Scope:** The region covered by the Southern California Association of Governments, known as the SCAG Region, includes the counties of Los Angeles, Orange, Riverside, San Bernardino, Ventura and Imperial. As part of SCAG's efforts to become the central source of information for the Southern California region we are seeking a consultant that can provide parcel data, aerial imagery and street centerline information. The information made available through this web accessible application will be use at SCAG as part of the preparation of the Regional Transportation Plan (RTP), COMPASS 2% Strategy, development of growth forecast, transportation corridor studies and economic development analyses. In addition, the service will be made available to member agencies to assist with their local planning activities.

The purpose of this project is to provide SCAG and our member agencies (cities and counties) with a web application that will serve up data including but not limited to parcel data and aerial imagery. The main objectives are:

1. To provide a system to meet the parcel, aerial imagery and street centerline needs of the agency. We require 1-foot or better imagery for the urban portion of our region and 2-foot or better resolution for the non-urban portions of the SCAG region. The horizontal accuracy of the imagery will be within 5 meters.
2. To provide a system that can be easily configured, deployed and maintained with accessibility to SCAG on a 24/7 basis. The proposed system will be hosted and maintained by the selected vendor.
3. To provide a system which will facilitate analysis, mapping, querying and viewing functions. The system must also support the creation of mailing lists for areas around selected street features.
4. To provide a system that is compatible with SCAG ArcGIS software version 9.1. That would also support the capability to download data to a PDA or other similar device.
5. To provide a product that is scaleable allowing for growth in users and data resources.
6. To provide a product this is compatible with SCAG's IT infrastructure.
7. To provide a system that is user friendly and is easily maintained by the vendor.

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|-------------------------|------------------------------|-----------------|
| <b>Contract Amount:</b> | <b>Total not to exceed</b>   | <b>\$69,000</b> |
|                         | Digital Map Products (prime) | \$69,000        |

**Contract Period:** Notice to Proceed through June 30, 2007

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|----------------------|--------------|----------|--|
| <b>Work Element:</b> | 07-040.SCGS9 | \$69,000 | Funding Sources: Consolidated<br>Planning Grant – FTA & FHWA |
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**Request for Proposal:** SCAG staff notified 231 firms of the release of RFP No. 06-064. The RFP was also advertised on SCAG's bid management system. The following three proposals were received in response to the solicitation:

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|--|----------|
| Digital Map Products (no subcontractors) | \$69,000 |
| Nobel Systems (no subcontractors)        | \$90,220 |
| UCLA (no subcontractors)                 | \$77,653 |

**Selection Process:** The Proposal Review Committee (PRC) evaluated all three proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with the top three offerors.

The PRC was comprised of the following individuals:

Ping Chang, Lead Regional Planner, SCAG  
Mike Dean, GIS Coordinator, Caltrans District 7  
Javier Minjares, Sr., Regional Planner, SCAG  
Elizabeth Wojdak, Sr., GIS Analyst, SCAG

**Basis for Selection:** The PRC recommends Digital Map Products for the contract award because of the firm's unique qualifications to fulfill the requirements of the project. Digital Map Product has an existing web accessible application that provides SCAG with the necessary data elements referenced in the Request for Proposals. They are willing, able and capable to meet the demands of this project within the limited budget. They alone were able to provide access to over 200 unique users. Because of existing relationship with the data providers they can provide SCAG and other users access to the data without delay. Although the other offerors could provide the data, they would need additional time to acquire the data and incorporate it into their respective application.

Digital Map Products is the inventor of the public/private partnership model that facilitates the sharing of land based information. Digital Map Products core competency is acquiring these different data sets and providing an easy to use navigation tool to leverage this content

from a single location. They are uniquely positioned to provide the service as they already house the requested data sets. They also will permit SCAG to add ten additional data layers to the application making it a more robust system and one that will facilitate analyses by both SCAG and our member agencies.

Digital Map Products solution called CityGIS provides a powerful easy-to-use Internet based software application that enables users to find, view and query subject properties, use aerial imagery backdrops and parcels to analyze important data, use access to property and tax data to find ownership information.

Through the proposed licensing agreement, SCAG will not have to deal with the complex storage and serving of these large data files. The application service platform is co-located at a secure SBC facility in Irvine ensuring that the system will be available to users 24/7. With this model, SCAG will enjoy the benefits of easily accessible, large-scale, highly functional systems that do not require extensive resources or personnel to develop and maintain.

Digital Map Products has been in business since 1997. They collect data and host it through their applications to more than 200 customers and over 100,000 registered subscribers. They are very well qualified to meet the needs outlined in this project.